American Government Chapter 8

Quiz Study Guide–Due 10/10/2013–(12 pts)

Be able to define: public affairs, public opinion, peer group, opinion leaders, interest groups, straw vote, random sample, quota sample, medium, public agenda, sound bites

What does “public opinion” refer to?

What is political socialization?

How does family serve as an agent of political socialization?

How do schools serve as agents of political socialization?

How did the Great Depression affect American public opinion? What political shift occurred as a result?

Interest groups: What two things have public officials had difficulty determining?

1)

2)

Can public officials find “the voice of the people “ in their personal contacts? What is an ever-present trap?

What is a straw vote poll and what is the problem with it?

Briefly describe the most famous straw-polling mishap of 1936. What was the outcome?

Which two national pollsters are among the best known today?

What are the five basic steps of a scientific poll?

1)

2)

3)

4)

5)

Most major polls use a sample composed of how many people?

How do responsible pollsters construct their questions?

What are three things pollsters have difficulty measuring?

1)

2)

3)

What five elements of mass media are especially significant in American politics today?

1)

2)

3)

4)

5)

The major television networks main challenges have been by which three sources?

1)

2)

3)

America’s first regularly published newspaper was:

Which Constitutional amendment guarantees freedom of the press?

Who was the first major public figure to use the radio effectively?

To what can the roots of the Internet be traced?

Currently, what is the most widely used source for political news and information? What is in second place?

Public Agenda: How does the media have power to focus the publics attention on a specific issue?

According to Stephen Hess, which news organizations for the “inner ring” of influence in Washington, D.C.?

What two things do good campaign managers know about most television news program stories?

1)

2)

What makes a good sound bite?